

Message Text

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67

ACTION EB-07

INFO OCT-01 CIAE-00 COME-00 DODE-00 NSAE-00 TRSE-00 EUR-12

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R 251231Z SEP 75

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 4251

INFO AMCONSUL ZAGREB

LIMITED OFFICIAL USE BELGRADE 5071

EXCON

E.O. 11652: N/A

TAGS: ESTC, YO

SUBJECT: RELATIONSHIP OF ELEKTROTEHNA FIRMS

REF : STATE 161261

1. PARA 10 OF REFTELL REQUESTED CLARIFICATION OF RELATIONSHIP OF VARIOUS ELEKTROTEHNA FIRMS AND OFFICES. DESCRIPTION OF THE THREE FIRMS FOLLOWS.

A. ELEKTROTEHNA BEOGRAD

KARADJORDEJEVA 71

11000 BEOGRAD

CABLE: ELEKTROTEHNA BEOGRAD

TEL: 001/631-355

TELEX: 11270

DIRECTOR GENRAL: BOGOLJUB CURCIC

680 EMPLOYEES

OFFICES OR SALES OUTLETS IN NOVI SAD, KRALJEVO, NIS, BOR, SUBOTICA, VALJEVO, SABAC, MAJDANPEK, CACAK, SRBOBRAN, INDJIJA, ARANDJELOVAC.

OFFICE ABROAD: MOSCOW, USSR (UNDER THE NAME JUGOBIRO).

ACTIVITY: DOMESTIC SALES, EXPORT, IMPORT, AGENCY.

PRODUCTS HANDLED: HOUSEHOLD APPLIANCES: SEWING MACHINES:

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AUDIO-VISUAL EQUIPMENT: TELEPHONE AND TELEGRAPH EQUIP-

MENT: ELECTRONIC COMPONENTS: TOOLS: ELECTRIC SUPPLIES AND EQUIPMENT.

U.S. FIRMS REPRESENTED:

1. KENAMETAL INTERNATIONAL S.A.

LATROBE, PA.

AGENT FOR TOTAL PRODUCTION PROGRAM

2. MOTOROLA, INC.

GENEVA, SWITZERLAND

AGENT FOR SEMICONDUCTORS

B. ELEKTROTEHNA LJUBLJANA

TITOVA 51

61000 LJUBLJANA

CABLE: ELEKTROTEHNA LJUBLJANA

TEL: 061/320-241

TELEX : 31130

DIRECTOR GENERAL: MARJAN KRIZAJ

500 EMPLOYEES

OFFICES OR SALES OUTLETS IN BELGRADE, BELJE, MARIBOR, SARAJEVO, SPLIT, ZAGREB (PLUS A DOZEN RETAIL SHOPS IN SLOVENIA).

SPECIAL OFFICE IN BELGRADE TO HANDLE MILITARY ELECTRONIC

AND AUDIO-VISUAL SUPPLIES:

ELEKTROTEHNA LJUBLJANA

MARSALA TITA 6

11000 BEOGRAD

TEL: 011/320-833

TELEX: 1162

MANAGER OF BELGRADE OFFICE: BRANKO VULOVIC

OFFICES ABROAD: E. EUROPE ONLY.

ACTIVITY: DOMESTIC SALES, EXPORT, IMPORT, AGENCY.

PRODUCTS HANDLED: ELECTRIC SUPPLIES AND EQUIPMENT: AUDIO-

VISUAL EQUIPMENT: ELECTRONIC COMPONENTS: ENGINEERING,

SCIENTIFIC AND LABORATORY INSTRUMENTS: MECHANICAL MEASURING

AND CONTROL DEVICES: MINING, TEXTILE AND METALWORKING

MACHINERY: CONSTRUCTION EQUIPMENT: SHIPBUILDING AND PORT

EQUIPMENT: STATIONERY, PAPER, PULP, AND OFFICE EQUIP-

MENT: MOTOR VEHICLES: ROLLED AND DRAWN STEEL PRODUCTS:

RUBBER AND PLASTIC PRODUCTS.

U.S. FIRMS REPRESENTED:

1. AMPEX INTERNATIONAL CORPORATION INC.

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REDWOOD CITY, CALIFORNIA

AGENT FOR PROFESSIONAL RADIO-TV EQUIPMENT, INDUSTRIAL

TV, MAGNETO PHONES, PRODUCTS FOR COMPUTERS, AND

MAGNETIC TAPES.

2. DIGITAL EQUIPMENT CORP.

MAYNARD, MASS.

AGENT FOR MINI AND PROCESS COMPUTERS, COMPUTER SYSTEMS

AND APPROPRIATE SOFTWARE, LOGIC MODULES, PERIPHERAL

EQUIPMENT AND SPECIAL INTERFACES.

3. HEWLETT-PACKARD

PALO ALTO, CALIFORNIA

AGENT FOR POCKET CALCULATORS

4. HOMELITE DIVISION

TEKTRON INC.

PORT CHESTER, NEW YORK

AGENT FOR CHAIR SAWS

5. MOTOROLA COMMUNICATIONS AND ELECTRONICS INC.

SCHAUBURG, ILL.

AGENT FOR EQUIPMENT FOR RADIO COMMUNICATIONS

6. TEKTRONIX

BEAVERTON, OREGON

AGENT FOR OSCILLOSCOPES, GINAL GENERATORS, SPECTRAL

ANALYZERS, COMPUTER TERMINALS, MONITORS, DIGITAL

MEASUREMENT INSTRUMENTS AND MEASUREMENT SYSTEMS.

C. ELEKTROTEHNA ZAGREB

ICICA 10

41000 ZAGREB

CABLE: LECKTROTEHNA ZAGREB

TEL: 041/449-322

TELEX 21311

DIRECTOR GENERAL: TONCI ALFIREVIC

315 EMPLOYEES

OFFICE OR SALES OUTLETS IN BIHAC, BOSANSKA KRUPA, POREC,

SPLIT.

OFFICES ABROAD: ELEGATES IN PARAGUE, VIENNA, BUDAPEST,

EAST BERLIN.

ACTIVITY: DOMESTIC SALES, EXPORT, IMPORT, AGENCY.

PRODUCTS HANDLED: ELECTRIC EQUIPMENT AND SUPPLIES: HOUSE-

HOLD APPLIANCES, AUDIO-VISUAL EQUIPMENT: TEXTILE MACHINERY:

METALWORKING EQUIPMENT: MINING AND CONSTRUCTION EQUIP-

MENT: NON-FERROUS METALS PRODUCTS: STEEL

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PRODUCTS: OTHER METAL MANUFACTURES PRODUCTS.

U.S. FIRM REPRESENTED:

PHILCO ITALIANA SPA

PORTE SAN PIETRO (BERGANIO) ITALY

AGENT FOR HOUSEHOLD APPLIANCES AND TELEVISIONS.

2. ALL THREE FIRMS WERE ESTABLISHED IN THE PERIOD 1945-1946.

DESPITE THE SAME NAME AND VERY SIMILAR ACTIVITIES, THEY ARE

SEPARATE LEGAL ENTITIES. ALTHOUGH POSSIBILITY CANNOT BE RULED

OUT, EMBASSY KNOWS OF NO INFORMAL TIES OR COOPERATION AMONG THEM.

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Message Attributes

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Disposition Reason:
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To: STATE
Type: TE
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